

INFORMATION AND COMMUNICATION SERVICES
NIH- TASK ORDER FORM (For Use By Non-NIH Federal Agencies)

RFTOP# 103 TITLE: Hrsa's Web Site Usability Testing

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Alexandra B. Garcia, Contracting Officer
email: agarcia@hrsa.gov

Phone: 301-443-5116 Fax-301-443-5462

Proposal Address:

HHS/Health Resources and Services
Administration
5600 Fishers Lane, Rm 13A-19
Rockville, MD 20857

Billing Address:

Use proposal address.

B. PROPOSED PERIOD OF PERFORMANCE: Six (6) months from effective task order award.

C. PRICING METHOD: Time and Materials.

D. PROPOSAL INSTRUCTIONS: Proposal must be submitted electronically to agarcia@hrsa.gov

E. RESPONSE DUE DATE: September 18, 2002 at 10:00AM

F. TASK DESCRIPTION:

B. DESCRIPTION/SPECIFICATIONS/WORK STATEMENT

B.1 Background

The Health Resources and Services Administration is the U.S. Department of Health and Human Services agency that assures access to health care to uninsured and underserved people. HRSA's most direct communication with the public is through its Web site, www.hrsa.gov, which posts about a half-million visitor sessions each month.

HRSA has identified four primary audiences for its Web site: Grant Seekers, Advocates and other Constituents, Federal/State/Local Government Agencies and Media/Journalists.

HRSA has conducted Web site usability research and data analysis that documents the need throughout the site for more

- logically categorized content organization,
- streamlined navigation and
- re-engineered user interface.

Through this contract, HRSA will extend and apply this generalized research and analysis and initiate the user evaluation of a complex on-line application through both in-lab scenario-driven user study and broader on-line evaluation with users representative of the relevant target audience, Grant Seekers. This is a diverse audience that includes potential applicants at large, well-funded academic health centers and small nonprofit local health care providers.

B.2 Description of the Work

HRSA seeks contractor support to conduct user research on a Web-based application currently under development and scheduled to launch by the end of the 2002 calendar year and to synthesize the results of Web site usability evaluation already conducted and prepare for launch a simplified HRSA Web site that is more useful to HRSA's primary audiences and more in sync with a US Department of Health and Human Services Web site scheduled to launch 30 September 2002.

The contractor shall work with HRSA Office of Information Technology staff to

- **conduct qualitative and quantitative user research to identify user attitudes, expectations, and performance with an online grant application system**
- **create a new Web site information architecture that organizes existing content in logical categories that are meaningful to users,**
- **devise strategies to incorporate metadata throughout site,**
- **develop streamlined navigation keys to lead users to that content,**
- **restructure the graphic user interface to meet the needs of primary audiences**

The contractor shall accomplish this work through an efficient and effective use of accepted Web site development and testing techniques, including application of evidence-based heuristics, paper prototype development and testing, non-graphical prototype development and testing, and individual user task testing.

The contractor shall not be required to develop Web site graphics.

Testing results shall be summarized in a report and presented to HRSA OIT staff in a meeting or conference call. The report shall include final recommendations for the organization, navigation and graphic user interface of www.hrsa.gov. Testing results captured by videotape, audiotape or transcription shall also be provided to HRSA.

B.3 Tasks

Specifically the contractor shall:

Area 1: HRSA Web-based Grant Application

1. Determine user satisfaction and performance priorities based on HRSA business goals for its Web-based grant application.
2. Identify an appropriate tool (ie., a server-based, interactive test environment that automatically monitors and records the customer experience) to collect and analyze larger sample user satisfaction and performance data.
3. Develop test metrics to assess user ability to achieve satisfaction and performance priorities as they use the Web-based application to "apply" for a HRSA grant potential grant seekers can experience "applying" for a grant.
4. Test all application elements and data flow between the server and the testers' browsers against test metrics.
5. Analyze the data and document user satisfaction and performance problems. Recommend repairs.
6. Conduct usability lab testing to validate that problems are fixed and that those repairs result in achieving the application's and user's intended outcomes.
7. Document process and outcomes in report that may take the form of a slide presentation. Present report to HRSA staff.

Area 2: HRSA Web Site

1. Develop a HRSA Web site information architecture.
2. Develop HRSA Web site navigation keys.
3. Develop a paper or stripped-down html prototype HRSA home page based on that architecture and navigation.
4. Identify user tasks and scenarios for HRSA Web site audiences including grant seekers, low-income individuals, Congressional staff, journalists and advocates for medically underserved people.
5. Develop prototype content for second level Web pages to support those tasks.
6. Usability test prototype with individuals representative of each audience.
7. Reiterate the prototype based on initial usability feedback.
8. Usability test second edition prototype.
9. Document process and outcomes in report that may take the form of a slide presentation. Present report to HRSA staff.

B.4 Deliverables:

The items specified for delivery below are subject to the review and approval of the Project Officer before final acceptance. The contractor shall be required to make revisions deemed necessary by the project officer.

The contractor shall produce the following scheduled deliverables in the amount, and within the time frame indicated. Deliverables shall be submitted to , Health Resources and Services Administration, Parklawn 10A-03, 5600 Fishers Lane, Rockville, Maryland 20857,.

	Task	Deliverable	Timeframe
1	<p>Test Web-based application.</p> <p>Purpose: Test user expectations of and interaction with the online grant application.</p> <ul style="list-style-type: none"> Identify available server-based tools/services to conduct a pre-launch large sample evaluation Develop user test metrics Usability test and performance test the application Diagnose problems 	<p>User test metrics document (submitted to HRSA for approval at least one week prior to use)</p> <p>Report of findings, recommendations and baseline data</p>	4 weeks EDOC
2	<p>Test Second Iteration Web-based application.</p> <p>Purpose: Test user interaction with and expectations of refinements to the Web-based application.</p> <ul style="list-style-type: none"> Recruit 2 to 3 users representative of each key HRSA audience Usability test and performance test the application against metrics Validate problem resolution 	<p>Revised test metrics documents</p> <p>Report of findings, recommendations and baseline data</p>	10 weeks EDOC
3	<p>Information Architecture</p> <p>Purpose: Provide content "map" to inform navigation, identify strengths and weaknesses.</p> <ul style="list-style-type: none"> Specifies major categories of information contained within the HRSA Web sites (which includes at least 14 sub-sites, including bhpr.hrsa.gov, bphc.hrsa.gov, hab.hrsa.gov, mchb.hrsa.gov, etc.) Provides order and content grouping for home page, second-level pages and subsites Based on existing research and evaluation of HRSA site, data from server and search logs, staff inputs 	Report (in an appropriate electronic format)	12 weeks EDOC
4	<p>Navigation Keys</p> <p>Purpose: Simplify user experience by applying information architecture to paths through the site</p> <ul style="list-style-type: none"> Labels main navigation Identifies categories of content behind navigation keys Reflects HRSA requirements 	Graphic representation of recommended site navigation	14 weeks EDOC
5	<p>First Iteration Prototype</p> <p>Purpose: Apply information architecture and navigation keys to HRSA home page and sufficient second-level pages for user testing</p>	Paper or html prototype of HRSA home page and representative	16 weeks EDOC

	<ul style="list-style-type: none"> Stripped down layout with minimal graphics May be paper or clickable html text 	second-level pages	
6	First Prototype Testing Purpose: Assess user performance on and perception of new information architecture and navigation <ul style="list-style-type: none"> Recruit 2 to 3 users representative of each key HRSA audience Develop testing scenarios and tasks Administer tests, collecting time and accuracy data Diagnose problems 	Recruitment screening document (submitted to HRSA for approval at least one week prior to use) What to test document (submitted to HRSA for approval at least one week prior to use) Report of findings, recommendations and baseline data Testing videotapes	17 weeks EDOC
7	Refine Prototype Purpose: Apply knowledge gained from testing to a second iteration prototype that introduces graphics and is developed with significant input of HRSA staff (HRSA to create graphics).	Html HRSA home page prototype and second-level pages adequate for testing	19 weeks EDOC
8	Test Second Iteration Prototype Purpose: Test user performance on and perception of refinements to the prototype. <ul style="list-style-type: none"> Recruit 2 to 3 users representative of each key HRSA audience Refine testing scenarios and tasks Administer tests, collecting time and accuracy data Diagnose problems 	Revised testing documents Report of findings, recommendations and baseline data	22 weeks EDOC

Rights in and Ownership of Products: All products produce for this project will be the property of the Health Resources and Services Administration. How the products are used and distributed shall be the option of the Federal government.

C. Place of Performance

The services provided under this contract shall be performed within the Washington

Metropolitan area, however, if the Offeror is out-of-town, the Offeror must have a local office and the staff proposed must be stationed in the local office.

D. Type of Contract

It is anticipated that a Time and Material task order award will be made from this RFTOP.

E. General Instructions

1. Your attention is directed to the requirement for the submission of technical, cost, and past performance contained in F.1., F.2., and F.3. of this RFTOP. Your proposal must be submitted in accordance with these instructions.
2. The proposal must be submitted by an official authorized to bind your organization. Please send your proposals electronically to agarcia@hrsa.gov
3. The RFTOP must be prepared in two parts: a "Technical Proposal," and "Price Quote.

You may, at your discretion, submit alternate proposals or proposals which deviate from the requirements; provided, that you also submit a proposal for performance of work as specified in the statement of work. These proposals may be considered if overall performance would be improved or not compromised, and if they are in the best interest of the Government. Alternate proposals, or deviations from any requirement of this RFTOP, must be clearly identified.

This RFTOP does not commit the Government to pay any cost for the preparation and submission of a proposal. In addition, the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this proposed acquisition.

F.1. Technical Proposal Instructions

To facilitate the evaluation of the proposal, the offeror shall submit its materials in two separate physical entities: 1) the business proposal, and 2) the technical proposal. The technical proposal should provide unpriced detail of labor hours and other direct costs but shall not contain prices.

Proposals which merely offer to conduct a program in accordance with the requirements of the Government's Scope of Work will be considered non-responsive to this request and will not be eligible for award.

The technical proposal content shall include, but need not be limited to, the following:

A. Understanding and Approach (weight 50)

1. The proposal shall provide a clear, concise statement of the scope and purpose of the contract that demonstrates complete understanding of intent and requirements.
2. The proposal shall provide a work plan that specifies how each of the requirements in

each of the tasks is to be accomplished, including scheduling of time and personnel.

B. Technical competence of staff/contractor (weight 25)

1. The proposal shall describe contractor experience in Web site usability testing and analysis. The proposal shall detail staff knowledge of the U.S. Department of Health and Human Services and of major issues relative to assuring access to health care.
2. The proposal shall specify how the professional personnel employed under the contract will organizationally operate and the name, title and experience of the project manager.

C. Past Experience (weight 25)

1. The proposal shall list all contractor experience in Web site usability testing and analysis with the Health Resources and Services Administration and other U.S. Department of Health and Human Services agencies.
2. The proposal shall demonstrate sufficient contractor experience and knowledge to assure rapid and thorough execution of the tasks, particularly experience with larger scale testing using automated server tools/services.

F.2. Past Performance

Past performance information will be obtained by the Contract Specialist using the NIH Contractor Performance System. This information will be used to determine if the Offeror is performing at a satisfactory level.

F.3. Cost Proposal Evaluation

The cost proposal must be prepared and submitted separately in the following format:

1. Cover Page

The Offeror shall provide the name of the organization, business address, title of the project, date proposal submitted, and RFTOP Task Order number on the cover page.

2. Table of Contents

Include in the table of contents sufficient detail so that all important elements of the proposal can be located readily.

3. Price Quote

The offeror must at a minimum submit the following:

3.1. Direct Labor

Direct labor cost estimates shall be supported with breakdowns by the major functional areas, including the number of person-hours and applicable actual or average hourly rates. Indicate whether current rates or escalated rates are used. If escalation is included, state the percent and methodology, e.g., annual flat rate applied to a base rate as of a specific date or a midpoint rate for the period of performance. Salary increases that are anticipated during the performance of the resultant contract must be proposed.

3.2. Other Direct Costs

Include in this category estimated costs for all other direct costs associated with providing the type of services to be acquired (e.g., consultants, transportation/travel, supplies and equipment, communications, etc.).

Offerors are expected to make their own independent assessments of the resources needed to perform the stated tasks.

3.3 Copy of your negotiated rate agreement.

G. Evaluation Factors

OFFERORS ARE ADVISED THAT IN THE EVALUATION OF THESE PROPOSALS PARAMOUNT CONSIDERATION WILL BE GIVEN TO TECHNICAL ISSUES RATHER THAN COST OR PRICE.

<u>Evaluation Criteria</u>		<u>Weight</u>
A.	Understanding and Approach	50
B.	Technical competence of staff/contractor	25
C.	Past Experience	25

H. Award Criteria

The technical proposal will receive paramount consideration in the selection of the Contractor for this acquisition. The Government reserves the right to make an award based on the best value for the Government, cost and other factors considered. The Government reserves the right to make an award without further discussion of the proposals received. Therefore, it is important that your proposal be submitted initially on the most favorable terms.

The Government reserves the right to make a single award, multiple awards, or no award as a result of this RFTOP. In addition, the RFTOP may be amended if determined to be in the best interest of the Government.

TO # ICS-103

TITLE: Hrsa's Web Site Usability Testing

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: T&M

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE
PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR
ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF
THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator Date